

Skill Development for Deans and Senior Leaders
Risk Communication Workshop
AAVMC Meeting
Sunday March 12th, 1:30-5:00 pm

As leaders within your university, community and the national veterinary profession, you occupy a privileged position in the public trust as a respected source of information on the range of issues that emerge both inside and outside of your institution.

- If it is an issue related to your college, then handling it effectively is critical to your college's reputation.
- If it is an issue in the community at large, your dual role as a college leader and an academic subject matter expert results in multiple audiences seeking your insight.
- At a federal level, government agencies ask for insights into the science underlying policy options.
- Private industries seek information about the science underlying risk management strategies.
- Consumers, via the media, seek unbiased scientific information from experts.

Crisis communication is an applied skill that is backed by applied research, case studies and experience accumulated from multiple disciplines. This session considers the unique role of the academic leader and subject matter expert and the techniques to effectively deliver information creditably and timely. Further, the interactive session will explore the dynamics of metamessaging – the critical importance of the way the information is relayed, which is usually as important or more important than the depth of the scientific details shared. The 4 hour, interactive session, will be presented by Will Hueston:

1:30-2:30	Lessons Learned from Good and Bad Risk Communication
2:30-4:00	The Multiple Audiences' Expectations of Academic Leaders and Subject Matter Experts
4:00-4:30	Effective Communication Through Metamessaging and Alternate Communication Vehicles
4:30-5:30	Developing Messaging Strategies: Workshop Using Examples AAVMC Deans Should Expect To Encounter